



2008 EARLY BIRD

By booking your 2008 booth now, you protect your exhibit space and get a 10% discount with no money due now!

Here's how it works:

- Fill out, sign and submit a 2008 IMATS Los Angeles Contract to the *Make-Up Artist Magazine* staff in the Pasadena Center show office before 7 p.m. on Sunday, June 24, 2007. You may also mail or fax the contract to our office postmarked by June 26, 2007.
- You will receive a 10% discount on the amount of space you reserve at this time. Additional space purchased at a later date is not subject to a discount. This offer is not good in combination with any other discount.
- You may choose to retain your current booth location, or have first pick on a new location, provided the exhibitor in the new location does not "Early Bird." You must reserve at least as much space for 2008 as you purchased for 2007.
- Your company will be invoiced for 50% of the total booth space fee. Deposits are due before August 1, 2007. Late deposits will result in discount forfeiture.
- The booth space balance will be due in full by April 20, 2008. Late payments will result in discount forfeiture and are additionally subject to the terms and conditions set forth in the attached Application and Contract.

	<u>Regular Price:</u>	<u>Early Bird Price:</u>
Inline 10x10	\$1,475	\$1,327
Corner 10x10:	\$1,750	\$1,575

-Price quotes on other booth dimensions available upon request-

Don't delay! Request your 2008 Early Bird agreement today!!

This EARLY BIRD APPLICATION AND CONTRACT ("Contract") is between Make-Up Artist Magazine and _____ (Hereinafter "Applicant or Exhibitor")

(Your Company's Legal Name)

for Exhibit Space at the International Make-Up Artist Trade Show, June 21-22, 2008, Pasadena Convention Center, Pasadena, California. We, the undersigned, submit this Application and Contract for Exhibit space, at the International Make-Up Artist Trade Show (hereinafter, "the Show") to be held at Pasadena Convention Center on June 21-22, 2008 to: Make-Up Artist Magazine (hereinafter, "Show Management"), 4018 NE 112th Ave D-8, Vancouver, WA 98682. THIS CONTRACT IS NOT VALID UNLESS RETURNED WITH DEPOSIT BY 7/26/07

BUSINESS NAME / DBA _____
NAME TO BE USED FOR BOOTH SIGN _____ EMAIL: _____
ADDRESS _____ CITY _____
STATE _____ ZIP CODE _____ TELEPHONE (____) _____ FAX:(____) _____
PERSON IN CHARGE OF CORRESPONDENCE _____ TITLE _____
MAILING ADDRESS (if different) _____ CITY _____
STATE _____ ZIP CODE _____ TELEPHONE (____) _____ FAX (____) _____
TYPE OF PRODUCTS TO BE EXHIBITED IN BOOTH, CLASSROOM, ETC. - BE SPECIFIC _____
EXHIBIT SPACE REQUESTED: 1ST CHOICE _____ 2ND CHOICE _____ 3RD CHOICE _____

The location of all Exhibit Spaces will be determined at the sole discretion of Show Management. Show Management will make every effort to ensure but cannot guarantee separation from competitors

EARLY BIRD EXHIBIT SPACE PRICES: Corner booths \$1,575 each. Inline booths \$1,327 each. Booth size 10' x 10'.

- We hereby enclose our check or authorize credit card billing payable to Make-Up Artist Magazine, for 50% (US funds) of the total booth fee.
- Invoice my business for 50% of our total booth fee. I authorize Make-Up Artist Magazine to charge my credit card the remaining balance on 4/20/08

Visa/MC Amex Discover Card # _____ exp: ____ / ____

50% of booth fee must reach Make-Up Artist Magazine Offices by August 1, 2007 to qualify for discout, with balance due April 20, 2008.

Any payment to Show Management delivered within sixty (60) days prior to the first day of the Show must be paid in the form of a certified check or cashier's check, unless Show Management, in its sole discretion, accepts another form of payment.

If this Application is accepted, the Applicant agrees to pay the balance of the rental for the exhibit space before APRIL 20, 2008. The Applicant acknowledges that the show will be photographed and video taped for Show Management, and consents to the use of the faces, names, likeness, trade name and trademark of its company and its representatives in such photographs and video tapes and the commercial use of such photographs and video tapes.

The Applicant agrees that all demonstrations, lectures, etc. shall be confined to Applicant's exhibit space, and further agrees in consideration of the mutual agreement of all Exhibitors that IT WILL NOT DIRECTLY, OR INDIRECTLY, HOLD ANY EXHIBITIONS, DEMONSTRATIONS, LECTURES OR SIMILAR ACTIVITIES IN OR IN THE VICINITY OF PASADENA, EXCEPT IN THE SPACE RENTED UNDER THIS CONTRACT DURING THE PERIOD OF JUNE 21-22, 2008, unless approved in writing by Show Management.

We, the Applicant, understand that this Application and Contract will become a binding Contract upon acceptance by Show Management and is subject to all terms, conditions, rules and regulations which are listed above, and those which are contained in the Exhibit Regulations and Contract Terms attached hereto and incorporated into this Application and Contract ("Contract") by this reference.

Contract must be accompanied by a copy of Applicant's current California Sellers Permit (if Applicant does not have one, Applicant will be required to apply for one). Contract must also be accompanied by proof of Applicant's general liability insurance. If Applicant does not carry general liability insurance, Applicant must obtain it. CONTRACTS ARE NOT VALID WITHOUT THIS INSURANCE.

Applicant's Authorized Signature Required _____ Title _____ Date _____

Show Management Representative _____ Title _____ Date _____

In order for this contract to be valid it must be accompanied with a minimum payment of 50% of the balance.

For MAKE-UP ARTIST MAGAZINE Use Only
DATE RECEIVED _____ PRICE OF SPACE \$ _____
BOOTH # ASSIGNED _____ DEPOSIT RECEIVED \$ _____
FULL PAYMENT RECEIVED \$ _____